



OFFICE OF ARTS & CULTURE

SEATTLE

# Cultural Placemaking Toolkit

The City of Seattle

Arts & Cultural Districts Program

# Creative Placemaking

- "In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the **physical** and **social character of a neighborhood**, town, tribe, city, or region around **arts and cultural activities**. Creative placemaking **animates public and private spaces**, rejuvenates structures and streetscapes, improves local **business viability** and **public safety**, and brings **diverse people together** to celebrate, inspire, and be inspired."

- Ann Markusen, Markusen Economic Research Services
  - Anne Gadwa Nicodemus, Metris Arts Consulting

# Arts & Cultural Districts

## **Seattle Comprehensive Plan**

- Encourage the creation of cultural districts to support arts and cultural uses and the economic benefits they provide. Use the creation of cultural districts as a tool to carry out neighborhood plan recommendations and other city plans that promote arts and cultural uses.
- Allow regulations and incentives to be adopted specifically for designated cultural districts. Allow adopted guidelines or regulations to modify, exempt, or supersede the standards of the underlying zone to encourage arts and cultural uses.

## **Seattle City Council Resolution 31155**

- Allow for the creation of designated cultural districts within Seattle's neighborhoods, to preserve and enhance space for arts and culture.

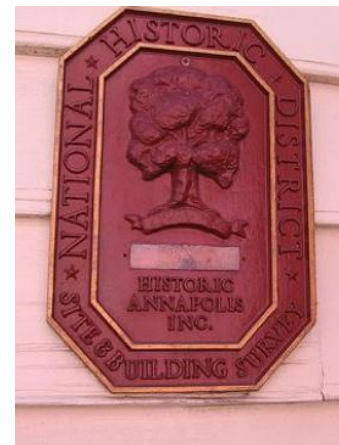
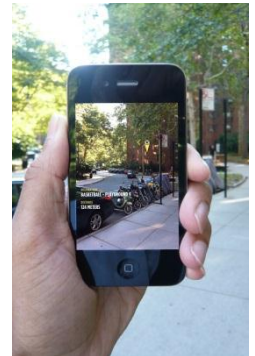
# The Tools

- Right-of-Way District Identifiers
  - Kiosks
  - Streetsign Caps
  - Custom Crosswalks
  - Pole Banners



# The Tools

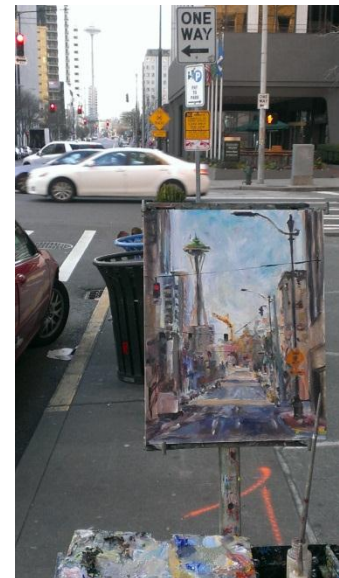
- Wayfinding
  - Apps, Maps, Brands, Footsteps, and String





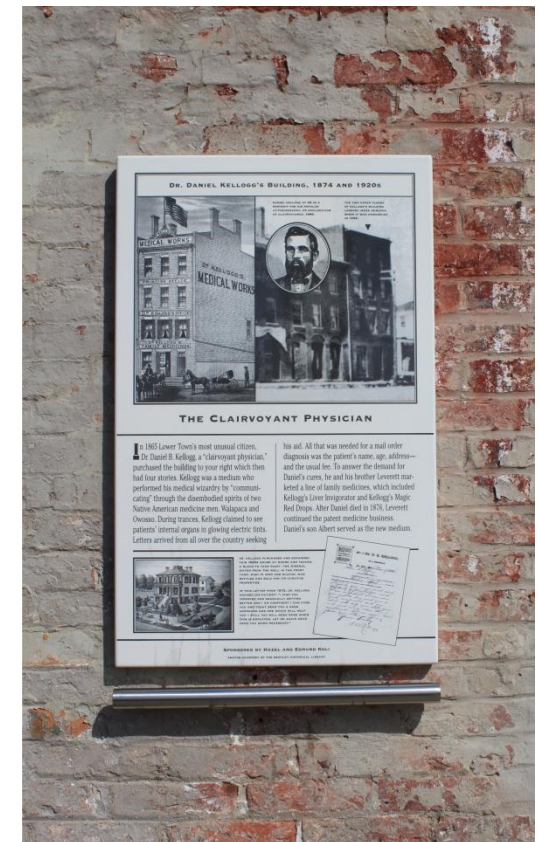
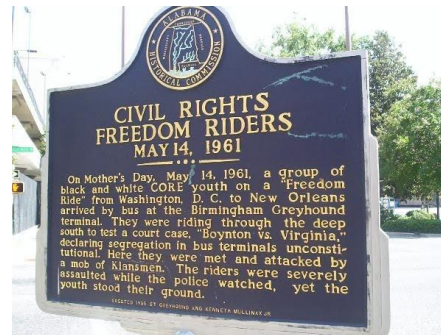
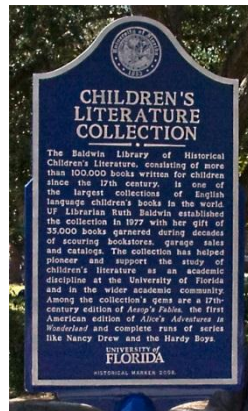
# The Tools

- Busking & Plein Air Painting



# The Tools

- Art Historic Markers





# The Tools

- Storefront Pop-Ups



**Storefronts Seattle**  
Office of Arts & Culture / Shunpike  
activating vacant retail space with  
art and artists





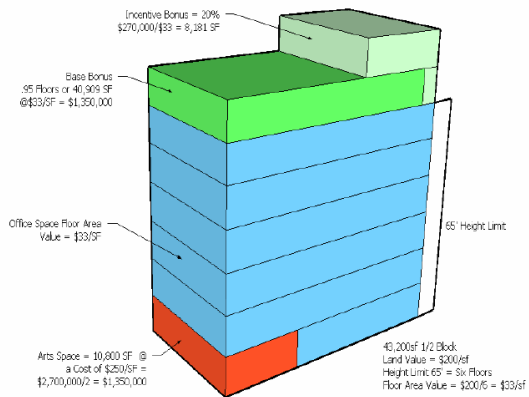
# The Tools

- Parklets



# The Tools

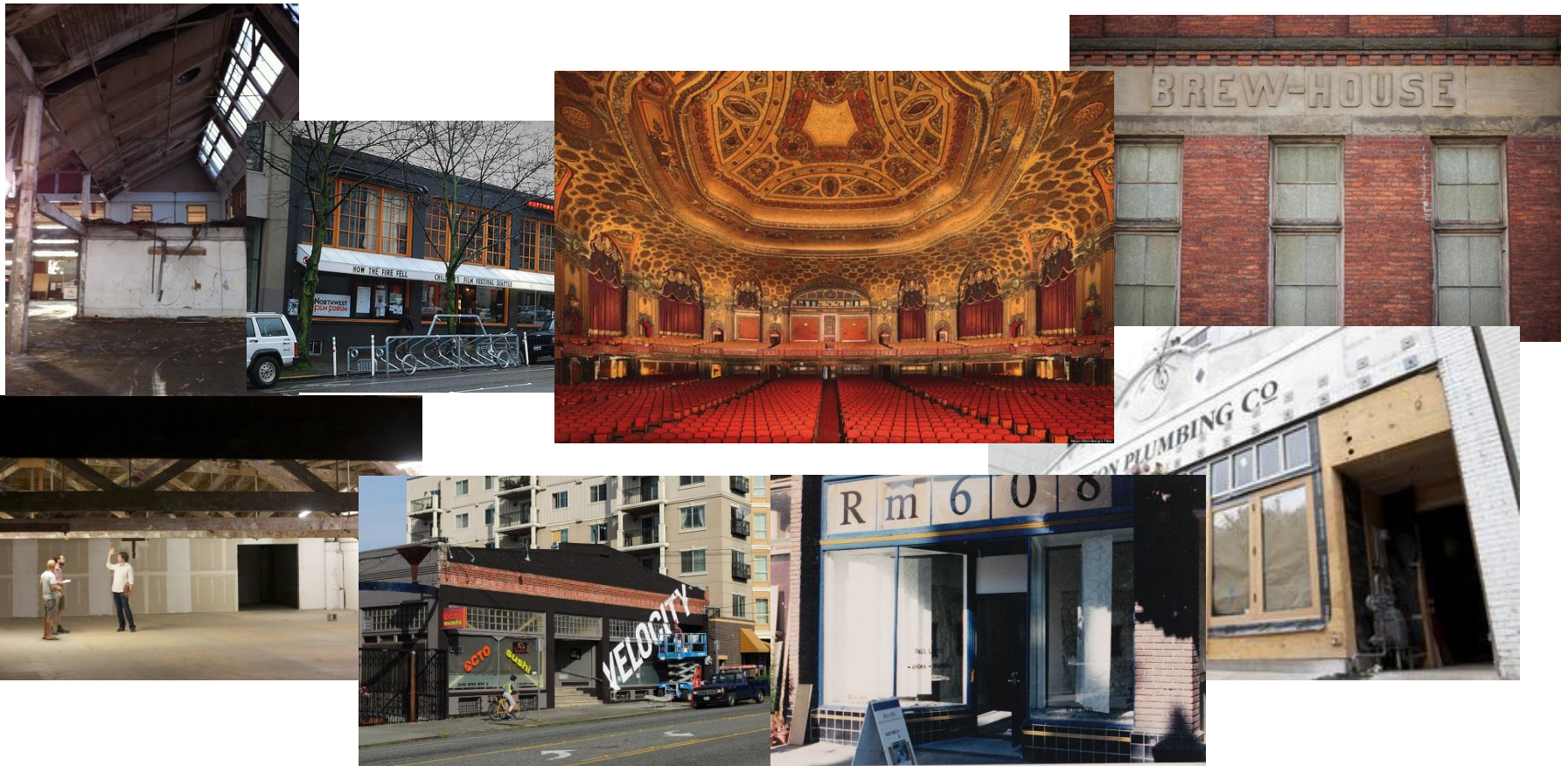
- B.A.S.E. (The Cultural Development Certification)





# The Tools

- Historic Preservation / Conservation / Landmarking



# Toolkit Replication

- New Districts in 2015
- Potential of á la carte use of tools
- Steal this idea

## Neighborhood Areas & Census Block Groups (2000)

City Clerk's Office  
Neighborhood Map Atlas

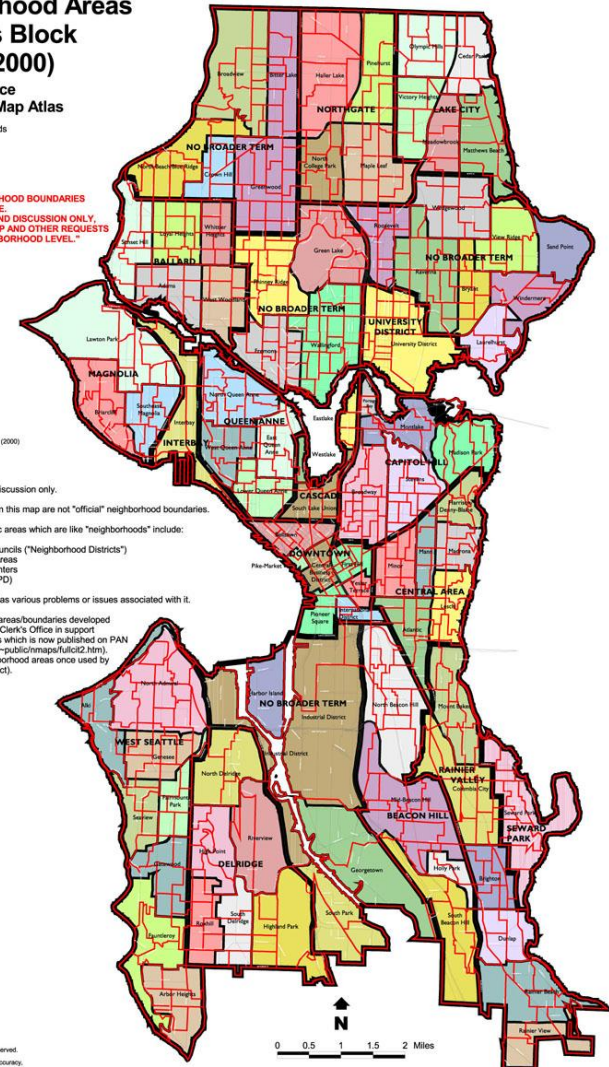
Department of Neighborhoods  
City of Seattle  
March 4, 2004

NOT OFFICIAL NEIGHBORHOOD BOUNDARIES  
FOR THE CITY OF SEATTLE.  
FOR INTERNAL REVIEW AND DISCUSSION ONLY.  
IN THE CONTEXT OF S2 NP AND OTHER REQUESTS  
FOR INFO AT THE "NEIGHBORHOOD LEVEL."

### Notes:

1. For internal review and discussion only.
2. The boundaries shown on this map are not "official" neighborhood boundaries.
3. Other defined geographic areas which are like "neighborhoods" include:
  - a) Census Tracts
  - b) Neighborhood District Councils ("Neighborhood Districts")
  - c) Neighborhood Planning Areas
  - d) Urban Villages/Urban Centers
  - e) Population Sub-areas (DPD)
  - f) City SectorsHowever, each geography has various problems or issues associated with it.
4. Based on neighborhood areas/boundaries developed by SPUI IT/GIS and the City Clerk's Office in support of a neighborhood map atlas which is now published on PAN (<http://clerk.ci.seattle.wa.us/~public/maps/fulciz.htm>). Derived, in part, from neighborhood areas once used by the Seattle DCD (now defunct).

© 2004, City of Seattle. All rights reserved.  
No warranties of any sort, including accuracy,  
fitness for use, or merchantability, accompany  
this product.





# The Goose



- 20% higher rates upstairs
- 9 points of Walkscore™
- 3x more Flickr photos
- 2x outdoor café seating